

National Review, Inc.

Introduction

This case study of National Review, Inc. is based on a December 2020 survey of JW Player customers by TechValidate, a 3rd-party research service.



“JW Player enables us to provide best-in-class viewer experiences, and supports our goals for growing video engagement, reach and revenue.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select JW Player:

- The top challenge(s) facing their video business in 2021:
 - Reaching audiences on new screens (Roku, Apple TV, etc)
 - Insufficient advertising demand (low ad fill and/or CPMs)
 - Exploring and optimizing subscription and/or pay per view revenue models
- The three main drivers on why their company signed/renewed a partnership with JW Player:
 - Deepening viewer engagement with their video content
 - Increasing video advertising revenue

Use Case

The key features and functionalities of JW Player that the surveyed company uses:

- How they use JW Player:
 - Web video players (desktop and mobile HTML5 players)
 - Engagement (Article Matching and Recommendations)
 - Ad Schedules (Video Ad Management)
 - Video Header Bidding

Results

The surveyed company achieved the following results with JW Player:

- The vendors they evaluated before choosing JW Player:
 - Brightcove
 - Kaltura
 - Video.js (in-house solution)
- Rates JW Player compared to other video platform solutions:
 - video viewing experience: significantly Better
 - advertising Revenue: better
 - ease of use: significantly Better
 - breadth in developer APIs and documentation: better

Company Profile

Company:
National Review, Inc.

Company Size:
Small Business

Industry:
Media & Entertainment

About JW Player

JW Player is the New York-based company that pioneered video on the web and continues to innovate for the future. As creators of the world's first open source video player in 2008, we powered the original YouTube and have since expanded to video hosting and streaming, advertising, and analytics for 1 billion monthly unique viewers in 200 countries

Learn More:

[JW Player](#)